

W!A

WORLD

# ILLUSTRATION

AWARDS 2024

HIRE THE  
TOURING EXHIBITION



# INTRODUCTION

The World Illustration Awards are presented annually by the Association of Illustrators in partnership with the USA-based Directory of Illustration to **support, promote** and **celebrate** contemporary illustration being made today across the globe.

We are looking for venue partners to host the WIA2024 Touring Exhibition, a fascinating, inspiring survey of the **breadth and diversity** of current global illustration practice chosen from over 5,400 submissions received from 82 countries.

The exhibition showcases all Award-Winning and Highly Commended projects across ten industry-relevant categories includes material that **tells the story** of the **ideas, processes and artists** behind the work.

This vibrant, colourful, though-provoking exhibition of professional and new talent work from all around the globe will **delight and inform** audiences of all ages.

The exhibition materials are available from mid-October for display from **November 2024 – October 2025**, and, if you are super organised, for the WIA2025 edition, for the same dates 2025 to 2026.

Check out more information about all things WIA on our [website](#).





# HIRING THE WORLD ILLUSTRATION AWARDS 2024 TOURING EXHIBITION

The World Illustration Awards 2024 exhibition is offered as a flexible, print on demand package that can be displayed anywhere in the world.

We have developed this successful touring model with partners in China, South Korea, and the UK, giving you the option to hold a tailor-made beautiful, high-quality exhibition with fewer logistics and lower costs that entirely suits your needs.

## WHY PRINT ON DEMAND?

- It's flexible, so you can hold the exhibition for the exact dates that suit your venue and programme.
- You can decide on how, when and where to print the exhibition, using local suppliers to save costs.
- It saves on transportation and insurance costs.
- You can be as creative as you like with the display, so that it is tailored to your venue and audiences.



WIA2022 Touring Exhibition  
Nanchang, China

# WHAT'S INCLUDED IN THE TOURING EXHIBITION PACK?

- **44 core images** representing each featured project, supplied print-ready.
- **Additional images** to enhance selected projects.
- **Project Descriptions and Artist Bios**
- **Moving image** files for animations, including featured projects, shortlist showreel.
- **Branded materials such as invitation designs, branded poster templates, design elements** to help you to promote the exhibition to your audiences across a range of platforms in line with the respected WIA branding of that year
- **Introduction panels, artwork labels, and category descriptions**
- **Template Press release** and branded assets for promotion and marketing
- **Slideshow** of all 200 shortlisted projects
- A list of **published books and products** which can easily be purchased online to be handled by visitors, for example, children's books.

WIA2023 Touring Exhibition  
London BookFair, UK





## WHAT ARE THE VENUE REQUIREMENTS?

- Space for 44 projects and branding elements, shown across at least 35 linear metres of hanging space.
- At least one TV screen or tablet to show moving image works.
- Tables or shelves for work in context, if used.

## HOW DOES IT WORK?

- You will receive a secure online folder containing all the exhibition content.
- You can decide on which suppliers to use, print either the core image selection, or an expanded selection of images and/or work in context.
- You decide how to display the works, using either traditional framing, vinyl or phototex prints, contemporary foamex or card mounting, or simply pinning prints to the wall. This gives you control of the costs, and the option to utilise local suppliers or in house resources if you have them available.
- You can also choose how to print the category descriptions, labels and other interpretation materials. These work especially well on either foamex or vinyl panels.
- You can also opt to enhance your display with vinyl shapes and motifs.
- You order any books or products that you want to include as a handling display from the supplied list.



# WHO IS THE EXHIBITION SUITABLE FOR?

We have previously worked with Public Galleries, Arts Centres, Illustration Associations, Universities, Schools, and Illustration Fairs to present WIA across the world. The World Illustration Awards exhibition is suitable for a wide range of audiences including:

- General art interested audiences
- Families and young people
- Professional illustrators, artists and designers
- School pupils
- Students at further and higher education institutions

# HOW DO WE SUPPORT YOU?

- We support you to display the exhibition to the highest possible standard, offering our advice on printing and hanging as needed.
- We will promote your exhibition on our lively social media platforms, our email newsletter and website.
- Where possible, a member of AOI staff can attend the opening night or other event.
- We can advise on programming as part of your exhibition or devise a complete program tailored to your venue and audiences, including business masterclasses, networking or talks.
- We can support local illustrators by presenting on professional business practice and the work of The AOI.
- Additional bespoke programming is priced separately

WIA2022 Touring Exhibition  
Nanchang, China





## ABOUT THE WORLD ILLUSTRATION AWARDS

The AOI first ran an annual competition, called Images, in 1975 that was open to any British Illustrator. It was unique then, as the selection for the publication was made by a jury, selecting the best contemporary submissions each year to be published in the annual.

In 2012, Images was replaced by the AOI Illustration Awards. These ran for two years, before The AOI formed a partnership in 2015 with the Directory of Illustration in the USA to create the World Illustration Awards, which has gained industry respect continuously.

## ABOUT THE ASSOCIATION OF ILLUSTRATORS

The AOI is the UK's leading not for profit illustration body, promoting, empowering and advancing illustrators and the illustration industry. We provide our members with bespoke business advice through our dedicated helpline as well as offering a website bursting with information, specialised consultations and a range of publications.

Our public program comprises awards and exhibitions such as the globally recognised World Illustration Awards, and a growing range of professionally enlightening talks and social events. Through our campaigning work the AOI has successfully increased the standing of illustration as a profession and improved the commercial and ethical conditions of employment for illustrators.



WIA2021 Touring Exhibition  
Tonbridge School, UK

## BESPOKE PACKAGES AND PRICING

- The WIA2024 print on demand exhibition is competitively priced at £1,000+VAT for a standard six week hire period.
- Additional weeks can be purchased to extend the exhibition's duration.
- Let us know if you would prefer The AOI to project manage the exhibition design and printing on your behalf (for an extra fee).
- Please contact us with your requirements so we can provide you with a quote tailored to your venue and needs.

## CONTACT US

To find out more, or to discuss hiring the exhibition please contact:

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<https://theaoi.com/world-illustration-awards/>  
[@worldillustrationawards](#)

WIA2023 Touring Exhibition  
Plymouth University, UK

